We claim:

1. A program product for use in an apparatus capable of communicating in a wireless communications environment via a radio frequency channel, the program product comprising a computer readable medium having embodied therein a computer program for storing data, the computer program comprising:

logic for detecting that another device is also using the radio frequency channel; logic for adjusting transmit power in response to said detecting.

- 2. The program product of claim 1 wherein the logic for adjusting transmit power does so in response to a message received from the another device, the message indicating the transmitted power level of the another device.
- 3. A program product for use in an apparatus capable of communicating in a wireless communications environment via a radio frequency channel, the program product comprising a computer readable medium having embodied therein a computer program for storing data, the computer program comprising:

logic for detecting that at another device is also using the radio frequency channel;

logic for adjusting transmit power in response to a message received from the another device, the message indicating the transmitted power level of the another device.

4. A program product for use in an apparatus capable of communicating in a wireless communications environment via a radio frequency channel, the program product comprising a computer readable medium having embodied therein a computer program for storing data, the computer program comprising:

logic for maintaining a known devices table, wherein the known devices table includes an entry for each other device operating on the radio frequency channel, and wherein for each entry, a backoff value is recorded for each other device, the backoff value for each device indicative of an amount that the device's power has been adjusted;

logic for setting the transmit power of the apparatus to a level equivalent to the apparatus' maximum transmit power minus the maximum of the backoff values recorded for each other device.

5. The program product of claim 4 further comprising:

logic for transmitting a backoff value indicative of the amount by which the apparatus has adjusted its transmit power.